

Introduction to Marketing Analysis

Marketing analysis helps companies understand their customers, competitors, and the overall market. It provides valuable insights to guide strategic decisions and achieve business goals.

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Internal and External Factors Affecting Businesses

Internal Factors

Internal factors include a company's resources, capabilities, and processes. These can include finances, human resources, technology, and organizational structure.

External Factors

External factors are forces outside of a company's control that can impact its operations. These can include economic conditions, competition, government regulations, and technological advancements.

Analyzing the Tourism, Hotel, and Event Industry

1 Tourism

This segment is dynamic and influenced by global events, economic fluctuations, and evolving traveler preferences.

2 Hotel Industry

Hotel businesses are constantly adapting to guest expectations, technology advancements, and changing travel trends.

3 Events Industry

This industry is characterized by creativity, adaptability, and the need to respond to shifting event formats and attendee demands.



Opportunities in the Tourism, Hotel, and Event Industry

Emerging Destinations

Growing demand for unique experiences opens opportunities for hotels and event organizers in lesser-known destinations.

Sustainable Tourism

Environmental consciousness is increasing, creating opportunities for eco-friendly accommodations and sustainable event practices.

Experiential Travel

Travelers seek authentic experiences and personalized services, offering opportunities for hotels and event companies to offer unique packages.



Challenges in the Tourism, Hotel, and Event Industry

1

Economic Fluctuations

Recessions and inflation impact travel spending and event budgets, requiring businesses to adapt pricing and offerings.

2

Competition

The industry is fiercely competitive, with online travel agencies and alternative accommodation options challenging traditional players.

3

Technology Disruption

Digital platforms and online booking systems have transformed the industry, requiring businesses to embrace technology and adapt to changing customer expectations.





Applying Marketing Analysis to Business Strategies

1

Market Segmentation

Identify different customer groups with distinct needs and preferences to tailor marketing efforts and product offerings.

2

Target Marketing

Focus marketing resources on specific segments that are most likely to respond positively to your brand and offerings.

3

Positioning

Communicate your brand's unique value proposition and differentiate yourself from competitors in the minds of your target audience.

Understanding Consumer Behavior in the Industry

Motivations

Leisure, Adventure, Relaxation,
Culture, Business

Decision-Making Process

Research, Planning, Booking,
Travel, Experience, Post-Trip
Evaluation

Influences

Online Reviews, Social Media,
Travel Blogs, Recommendations,
Personal Preferences



Competitive Analysis and Positioning



Identify Competitors

Analyze direct and indirect competitors, including hotels, resorts, tour operators, and event venues.



Strengths and Weaknesses

Evaluate competitors' strengths, weaknesses, and market positioning to identify opportunities for differentiation.



Competitive Advantage

Develop a unique value proposition that sets your brand apart, focusing on key features, services, or experiences.

The screenshot displays a Google search for "blazing donkey hotel". The search results include:

- The Blazing Donkey**: A listing for "The Blazing Donkey | Countryside Hotel & Restaurant In ...". It includes a description, contact information, and a price chart showing rates for a 1-night stay from "Tonight" to "Mon, May 8". The average price is \$207. A "VIEW PRICES" button is visible.
- TripAdvisor**: A listing for "The Blazing Donkey Country Hotel - Ham". It includes a description, a rating of 4.5 stars based on 480 reviews, and a price range of \$5. A "VIEW PRICES" button is also present.
- Compare prices**: A table comparing prices for a stay from Sun, May 7 to Mon, May 8 for 2 people. The table is highlighted with an orange border.

Compare prices	Sun, May 7	Mon, May 8	2
Sponsored · Featured options			
The Blazing Donkey Country Hotel - Kent Official site	\$197		>
Deal	21% off		
Booking.com		\$249	>
Priceline		\$249	>

Leveraging Digital Marketing in the Industry



Social Media Marketing

Engage with potential customers, build brand awareness, and promote special offers through social media platforms.



Search Engine Optimization (SEO)

Optimize your website and content for search engines to improve visibility and attract organic traffic.



Online Advertising

Utilize paid advertising platforms like Google Ads and social media ads to target specific audiences and drive website traffic.

Conclusion and Key Takeaways

Marketing analysis is essential for businesses in the tourism, hotel, and event industry to thrive in a competitive landscape. By understanding the market, customer behavior, and competitive dynamics, businesses can develop effective strategies to attract customers, build brand loyalty, and achieve sustainable growth.

